

I claim:

1. A method for effectively reaching a target audience and significantly increasing the efficiency of Internet banner advertisement, said method comprising:

5 (a) defining various Internet page categories using common categorizing techniques adopted by various Internet search engines;

(b) categorizing all available Internet banner advertisements into said various Internet page categories;

10 (c) sampling a plurality of consecutive Internet pages a target audience having just surfed;

(d) sampling a plurality of length of time said target audience having spent on each of said plurality of consecutive Internet pages said target audience having just surfed;

15 (e) categorizing said plurality of consecutive Internet pages into a plurality of Internet page categories using said common categorizing techniques adopted by various Internet search engines;

(f) counting number of said plurality of consecutive Internet pages in each of said plurality of Internet page categories;

20 (g) ranking said plurality of Internet page categories from a highest interest Internet page category to a lowest interest Internet page categories based on a pre-defined formula, said plurality of length of time said target audience having spent on each of said plurality of consecutive Internet pages and said number of said plurality of consecutive

Internet pages in each of said plurality of Internet page categories being two variables of said pre-defined formula;

(h) picking a plurality of Internet banner advertisements in said highest interest Internet page category, said highest interest Internet page category being one of said

5 various Internet page categories; and

(i) presenting said plurality of Internet banner advertisements to said target audience.

2. The method of claim 1, wherein the steps (a)-(i) can be repeated.

3. The method of claim 1, wherein said plurality of consecutive Internet pages can be either a single Internet page or a pre-defined number of Internet pages.

4. The method of claim 1, wherein said pre-defined formula is said plurality of length of time said target audience having spent on each of said plurality of consecutive Internet pages multiplied by said number of said plurality of consecutive Internet pages in each of said plurality of Internet page categories, or the like.

5. The method of claim 1, wherein said plurality of Internet banner advertisements in said highest interest Internet page category can be either a single Internet banner advertisement or a pre-defined number of Internet banner advertisement.

6. The method of claim 1, wherein said highest interest Internet page category can be either a single Internet page category or a plurality of Internet page categories.

7. The method of claim 1, wherein the steps (h) and (i) are repeated if said audience responds to said plurality of Internet banner advertisements by clicking any of said plurality of Internet banner advertisements.

8. A method for effectively reaching a target audience and significantly increasing the efficiency of Internet banner advertisement, said method comprising:

(a) sampling a plurality of Internet pages having been surfed by a target audience right before being provided a plurality of Internet banner advertisements;

(b) sampling a plurality of periods of time said target audience having spent on each of said plurality of Internet pages;

(c) picking out a group of Internet pages from said plurality of Internet pages said target audience having spent for more than a pre-defined period of time;

(d) analyzing commonalities among said group of Internet pages;

(e) gathering a plurality of Internet banner advertisements having said commonalities; and

(f) presenting said plurality of Internet banner advertisements having said commonalities to said target audience.

9. The method of claim 8, wherein the steps (a)-(i) can be repeated.

10. The method of claim 8, wherein a plurality of Internet pages can be either a single Internet page or a pre-defined number of Internet pages.

11. The method of claim 8, wherein a plurality of Internet banner advertisements can be either a single Internet banner advertisement or a pre-defined number of Internet banner advertisements.

12. The method of claim 8, wherein said group of Internet pages can be either a single Internet page or a pre-defined number of Internet pages.

13. The method of claim 8, wherein said plurality of Internet banner advertisements can be either a single Internet banner advertisement or a pre-defined number of Internet banner advertisements.

14. The method of claim 8, wherein the steps (e) and (f) are repeated if said audience responds to said plurality of Internet banner advertisements by clicking any of said plurality of Internet banner advertisements.

15. A method for effectively reaching a target audience and significantly increasing the efficiency of Internet banner advertisement, said method comprising:

(a) sampling a plurality of Internet pages, said plurality of Internet pages being either a single Internet page or a pre-defined number of Internet pages, having surfed by a target audience right before being provided a plurality of Internet banner advertisements,

said plurality of Internet banner advertisements being either a single Internet banner advertisement or a first pre-defined number of Internet banner advertisements;

(b) sampling a plurality of periods of time said target audience having spent on each of said plurality of Internet pages;

5 (c) setting up a group of Internet pages, said group of Internet pages being either a single Internet page or a pre-defined number of Internet pages, said target audience having spent more than a pre-defined period of time;

(d) analyzing commonalities among said group of Internet pages;

10 (e) gathering a plurality of Internet banner advertisements having said commonalities, said plurality of Internet banner advertisements being either a single Internet banner advertisement or a second pre-defined number of Internet banner advertisements; and

15 (f) presenting said plurality of Internet banner advertisements having said commonalities to said target audience.

16. The method of claim 15, wherein the steps (a)-(i) can be repeated.

17. The method of claim 15, wherein the steps (e) and (f) are repeated if said audience responds to said plurality of Internet banner advertisements by clicking any of said
20 plurality of Internet banner advertisements.

18. An apparatus for effectively reaching a target audience and significantly increasing the efficiency of Internet banner advertisement, said apparatus comprising:

(a) means for defining various Internet page categories using common categorizing techniques adopted by various Internet search engines;

(b) means for categorizing all available Internet banner advertisements into said various Internet page categories;

5 (c) means for sampling a plurality of consecutive Internet pages a target audience having just surfed;

(d) means for sampling a plurality of length of time said target audience having spent on each of said plurality of consecutive Internet pages said target audience having just surfed;

10 (e) means for categorizing said plurality of consecutive Internet pages into a plurality of Internet page categories using said common categorizing techniques adopted by various Internet search engines;

(f) means for counting number of said plurality of consecutive Internet pages in each of said plurality of Internet page categories;

15 (g) means for ranking said plurality of Internet page categories from a highest interest Internet page category to a lowest interest Internet page category based on a pre-defined formula, said plurality of length of time said target audience having spent on each of said plurality of consecutive Internet pages and said number of said plurality of consecutive Internet pages in each of said plurality of Internet page categories being two
20 variables of said pre-defined formula;

(h) means for picking a plurality of Internet banner advertisements in said highest interest Internet page category, said highest interest Internet page category being one of said various Internet page categories; and

(i) means for presenting said plurality of Internet banner advertisements to said target audience.

19. The apparatus of claim 18, wherein said plurality of consecutive Internet pages
5 can be either a single Internet page or a pre-defined number of Internet pages.

20. The apparatus of claim 18, wherein said pre-defined formula is said plurality of
length of time said target audience having spent on each of said plurality of consecutive
Internet pages multiplied by said number of said plurality of consecutive Internet pages in
10 each of said plurality of Internet page categories, or the like.

21. The apparatus of claim 18, wherein said plurality of Internet banner
advertisements in said highest interest Internet page category can be either a single
Internet banner advertisement or a pre-defined number of Internet banner advertisement.

22. The apparatus of claim 18, wherein said highest interest Internet page category
15 can be either a single Internet page category or a plurality of Internet page categories.

23. A computer program product recorded on a computer readable medium for a
20 method for effectively reaching a target audience and significantly increasing the
efficiency of Internet banner advertisement, said apparatus comprising:

(a) computer readable means for sampling a plurality of Internet pages having been surfed by a target audience right before being provided a plurality of Internet banner advertisements;

5 (b) computer readable means for sampling a plurality of periods of time said target audience having spent on each of said plurality of Internet pages;

(c) computer readable means for picking out a group of Internet pages from said plurality of Internet pages said target audience having spent for more than a pre-defined period of time;

10 (d) computer readable means for analyzing commonalities among said group of Internet pages;

(e) computer readable means for gathering a plurality of Internet banner advertisements having said commonalities; and

15 (f) computer readable means for presenting said plurality of Internet banner advertisements having said commonalities to said target audience.

24. The computer program product of claim 23, wherein a plurality of Internet pages can be either a single Internet page or a pre-defined number of Internet pages.

20 25. The computer program product of claim 23, wherein a plurality of Internet banner advertisements can be either a single Internet banner advertisement or a pre-defined number of Internet banner advertisements.

26. The computer program product of claim 23, wherein said group of Internet pages can be either a single Internet page or a pre-defined number of Internet pages.

27. The computer program product of claim 23, wherein said plurality of Internet banner advertisements can be either a single Internet banner advertisement or a pre-defined number of Internet banner advertisements.

28. A method for an advertiser to present Internet banner advertisements to a pre-defined target audience, said method comprising:

- (a) establishing a pre-defined interest level;
- (b) defining various Internet page categories using common categorizing techniques adopted by various Internet search engines;
- (c) categorizing all available Internet banner advertisements into said various Internet page categories;
- (d) sampling a plurality of Internet pages, said plurality of Internet pages being either a single Internet page or a pre-defined number of Internet pages, having surfed by a target audience right before being provided a plurality of Internet banner advertisements, said plurality of Internet banner advertisements being either a single Internet banner advertisement or a pre-defined number of Internet banner advertisements;
- (e) sampling a plurality of periods of time said target audience having spent on each of said plurality of Internet pages;
- (f) calculating an interest level based on a pre-defined formula, said pre-defined formula having said plurality of lengths of time said target audience having spent on each

of said plurality of consecutive Internet pages and said number of said plurality of consecutive Internet pages in each of said plurality of Internet page categories as two variables; and

- (g) presenting a plurality of Internet pages in each of said plurality of Internet page categories with said interest level over said pre-defined interest level.